WHAT IS CLAIMED IS:

1 – A call identifier display inversion, comprising

a combination of hardware LCD and software micro-controller, that enable the vertical inversion of data presented on the screen, upon pressing an external button or sensor;

an external button for the activation of the display inverter connected to the micro-controller;

a display with a differentiated matrix for the formation of characters in the fields for numbers , minutes and dates;

a circuit that obeys instructions to reorganize the active dots every time the controller receives a command via activation button, sensor or any other form electrical signal;

the following icons or figures: manufacturer's logo, telephone and envelope  and also having double matrix, so that they are inverted side by side.